



## Energize Growth Now: The Marketing Guide to a Wealthy Company

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By Lisa Nirell

Wiley. Hardcover. Book Condition: New. Hardcover. 240 pages. Dimensions: 9.1in. x 6.1in. x 1.0in. Praise for Energize Growth Now: Effective, timely, balanced—this book captures the critical steps for growing a business the right way and avoiding the usual pitfalls of a poor growth strategy. Stephen R. Covey, author, *The 7 Habits of Highly Effective People* and *The Leader in Me*: Much like my experience at Apple, you will need to know when it's time to stop acting like a bootstrapper and start operating like a growth company. This book is a great resource to ease the transition. By applying these core principles and time-tested planning guides, you will have changed the world for the better. Guy Kawasaki, author, *Reality Check* and *The Art of the Start*, and cofounder, Alltop: I wish I had access to this book's wisdom in the past. It's a wellspring of invaluable marketing ideas and wealth-building strategies business owners and management teams can—and should—use to take their companies where they need to go. There's no abstruse theory or hard-to-understand doublespeak here. Just actionable plans anyone can literally start using tomorrow. That makes Lisa Nirell the growth strategy guru for sustainable businesses. Jeffrey Hollender, President and Chief Inspired Protagonist, Seventh Generation: Energize...



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